

BROADWAY
The Broadway corridor intensifies with hotels, restaurants and shops oriented to visitors, but also for residents of higher density housing (1-3 story) to the west, and near H St.

DOWNTOWN
Is predominantly mixed use (mostly residential with some shops and offices) of low to moderate intensity (1-3 and 4-6 story) around Third Ave, with high density housing (1-3 story) on the east side of Third.

SOUTH THIRD AVENUE
Third Ave. south of H St. keeps a lower intensity (1-3 story) for neighborhood shopping and offices.

TRANSIT FOCUS AREAS
Higher intensity mixed use, with housing, shopping, services and office (primarily 4-6 story) is dispersed at existing and future transit stations. Provides integration of uses near transit to promote pedestrian use.

Note: Existing
Colors are
Source: GIS Data

**CITY OF CHULA VISTA
NORTHWEST
ALTERNATIVE 2**

- LEGEND**
- RESIDENTIAL**
- LOW
 - LOW MEDIUM
 - LMV LOW MEDIUM VILLAGE
 - MEDIUM
 - MEDIUM HIGH
 - HIGH
 - URBAN CORE
- COMMERCIAL**
- RETAIL
 - VISITOR
 - PROFESSIONAL & OFFICE
- MIXED USE**
- MIXED USE COMMERCIAL
 - MIXED USE (OFFICE, RETAIL & MULTI-FAMILY)
 - MIXED USE TRANSIT FOCUS AREA (TFA)
- INDUSTRIAL**
- LIMITED INDUSTRIAL
 - RESEARCH INDUSTRIAL
 - GENERAL INDUSTRIAL
- PUBLIC, QUASI PUBLIC & OPEN SPACE**
- PUBLIC & QUASI PUBLIC
 - PARKS & RECREATION
 - OPEN SPACE PRESERVE
 - OPEN SPACE RECREATION
 - OPEN SPACE
 - PROPOSED FREEWAY COVER
 - WATER
- SPECIAL PLAN AREA**
- RES RESORT
 - SCC SPECIALTY CONFERENCE CENTER
 - VC VILLAGE CORE
 - EUC EASTERN URBAN CENTER
 - BAYFRONT PLANNING AREA
- TRANSIT STATION**
- EXISTING
 - PROPOSED

JANUARY 21, 2004